**SAVE ALICE FROM HOMELESSNESS**

**Alice** needs **US$ 3,300** to set up a Fashion Business which will take her out of poverty. Alice is a qualified Fashion Designer from an abusive marriage with no home and no money to start up a viable business. Alice has been sewing for individuals off and on in small quantities that only allows for a hand-to-mouth existence. With your help, **Alice** will establish her own physical and online boutiques and give employment to several unemployed youth. This will help reduce the high rate of over 79,000 a year, unemployed graduates in Ghana.

**Alice** is under incubation at Totally Youth where we provide her with business development support. We give **Alice** **free access** to our Fashion Centre, 1 sewing machine, 1 serger machine, 1 fixed hanger rail, 1 mobile hanger rail, 1 sewing table, 4 chairs, 1 laptop, Wi-Fi Internet and Event Space. We are mentoring, grooming and building up the capacity of Alice and her staff, so she can concentrate on business success instead of worrying about overheads, and failing.

**Totally Youth** is a tax-exempt not-for-profit NGO licensed to conduct business in the areas of programme management, incubation, internship, placement, capacity building, advocacy, mentoring and counseling. Totally Youth supports unemployed graduates into jobs and business, using all the above instruments.

**Alice’s** Fashion Start-up will immediately recruit 3 unemployed youth, initially as interns, thereby taking **4 people** off the unemployment list. The Fashion industry is lucrative and Alice has been sewing for a few years now. She therefore has a lot of practical experience. The amount of **US$ 3,300** will cover the items indicated below which will augment TY’ incubation support and ensure Alice’s self-reliance in 3 months. With the US$3,300.00 input, estimated profit of US$4,800.00 will sustain the business after 3 months and make her self-reliant

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| **ALICE’S START-UP NEEDS** |  | **Exchange Rate: GH¢2.00 = US$1.00** |
| **ITEM** | **AMOUNT US$** | **COMMENT** |
| ALICE’S ALLOWANCE |  200.00  | One-off facilitation allowance |
| INTERNS’ ALLOWANCE |  300.00  | One-off facilitation allowance for 3 incubator interns |
| ALICE’S T&T |  400.00  | Transport/meal allowance during incubation |
| OFFICE CONSUMABLES |  50.00  | Stationary, cartridges, cards, etc for start-up |
| START-UP CONSUMABLES | 250.00 | One-off petty cash for oil, salt, spices, rice, etc |
| START-UP COMMUNICATIONS  |  100.00  | Communications, adverts and logistics for start-up |
| CAPACITY BUILDING |  600.00  | Capacity building, mentoring, etc for Alice and interns  |
| BUSINESS REGISTRATION | 350.00 | Business registration and participation |
| START-UP LAPTOP/PRINTER |  450.00  | One each to take to her own boutique after incubation |
| POST-INCUBATION SUPPORT |  600.00  | 3 months’ rent after incubation for her own boutique |
| **TOTAL**  |  **3,300.00** | **GH¢ 6,600.00** |

INTERNS: ASISTANTANT DESIGNER, CONSTRUCTION ASSITANT, FINANCE/MARKETING OFFICER